



CITY OF CONCORD
New Hampshire's Main Street™
Community Development Department
Planning Division

Planning Board

December 17, 2025

Record of Architectural Design Review Committee Recommendations

RE: December 2, 2025 Architectural Design Review Committee meeting.

Sign Application

In accordance with Section 28-9-4(f)(8) *Request for Reconsideration* of the Zoning Ordinance New England Life Care, on behalf of TDL Investments LLC, requests reconsideration of the architectural design review decision made by the Planning Board at their September 17, 2025 meeting where the Board conditionally approved a new 14.3-square-foot internally illuminated wall sign (SP-0630-2025) and a 21.25-square-foot internally illuminated panel replacement (SP-0631-2025) in an existing freestanding sign at 374 Loudon Rd in the Gateway Performance (GWP) District. (2025-098) (PL-ADR-2025-0117).

Recommend the Planning Board approve the revised application, dated September 5, 2025 as submitted, with the condition that the opaque background be removed and be replaced with a frosted background applied to the entire free-standing sign panel to cut the light by 50%.

Section 28-9-6 (d) *Record of Recommendation*. A written record of the recommendation of the Design Review Committee shall be forwarded to the Planning Board. The record shall state whether the project or permit is recommended for approval or disapproval, include any recommendations for conditions of approval, and state the reasons for recommending disapproval, if such is the Committee's recommendation.

Section 28-9-6(c) *Standards for Recommendations*. In developing its recommendations, the Design Review Committee shall utilize the criteria set forth in the Architectural Design Guidelines as adopted and most recently amended by the Planning Board. The current design guidelines were revised by the Planning Board on April 12, 1991.

Section 28-9-4(f)(6) *Standards for Review*. In the process of reviewing a project or permit for the purpose of making a decision thereon, the Planning Board shall take in to consideration the following:

- a. The criteria set forth in the Architectural Design Guidelines as adopted and most recently amended by the Planning Board;
- b. The goals and recommendations contained in the Master Plan, as most recently amended;
- c. The purposes of this ordinance and of the several districts established herein;
- d. The recommendations of the Design Review Committee;
- e. Reports of the City Departments;
- f. Reports, graphics, and other relevant materials together with information presented at the hearing by the applicant and the applicant's agents; and
- g. Reports, graphics, and other relevant materials together with information presented at the hearing by anyone who can demonstrate that they are directly affected by the application.